

# You Must Share the Advantage of Cohen's Merchandise

Better Assortments, Better Merchandise and Lower Prices Are the Sole Objects of Every Move at Cohen's Store

## GREAT SALE OF SILKS MONDAY

Fine Array of Newest Autumn Silks at Prices That Will Make Buying Easy

We're proud of our Silks and delighted with your appreciation of them—such a gorgeous display as we are now making of new and beautiful Silks is difficult to duplicate. The showing is expressive of our ability to supply you with just the Silks you want at the lowest prices known this season.

While the cost of raw materials in Silk are high, in certain sections of the country there is no demand for silks. We were fortunate in securing lots of the season's newest and best grades, and can offer them at remarkably low prices to-morrow.

Compare Qualities, Weaves, Color Assortments and Prices. You'll Find Them 25% Lower Than Quoted Elsewhere

### \$1.00 SATIN DUCHESS, 60c Yard

Without exception the greatest Silk value ever offered in Richmond—guaranteed pure Silk, having a lustrous satiny finish, deep rich black, and one of the most wanted Silks of the season for whole costumes; unquestionably a remarkable value; full yard wide; Monday, yard **60c**

### Suiting Faille Francaise, \$1.50

Yard wide, fine heavy grade, yet it is pliable and delightful, in deep ravenblack, white and colors; one of the best \$2.00 Silks known this season; Monday, yard **\$1.50**

### Satin Tailleur, \$1.00 yard

An exceedingly pretty silk, in all the light and dark colorings, including white and black, beautiful finish, drapes well, and is a very useful silk this season; Monday, yard **\$1.00**

### Satin Princess, \$1.39 yard

A delightful silk fabric, 46 inches wide and soft and clingy as charmeuse, has a beautiful lustre finish; black and navy blue; a real \$2 Silk; Monday, yard **\$1.39**

### Persian Brocade, 75c to \$2.50

A complete range to select from; Persian brocade is much wanted for silk vestings, etc.; Roman stripes, and pretty combinations of vivid colorings; choice on Monday at reduced prices; yard, **\$2.50**

### CHIFFON SILK SUITING, 90c Yard

A shimmering, clingy Silk, the same as you see priced everywhere at \$1.50 a yard; not a line of broken colors, but a complete range of street and evening shades; full yard wide; for Monday, yard **90c**

### Black Satin de Soie, \$1.15 yard

One of the best wearing silk fabrics, especially for coats, suits and capes, 40 inches wide, always fashionable; regularly priced at \$1.85 a yard; Monday **\$1.15**

### \$2 Black Satin Charmeuse, \$1.25

Both are 40 inches wide, and both are the most favored silk materials for theatre and afternoon gowns; guaranteed pure silk and pure dye; specially priced for Monday, yard **\$1.25**

### Black Chiffon Taffeta, 71c yard

Full yard wide, and is one of those good wearing silks so much in demand, sometimes called the indestructible silks; usually sells for \$1.35 a yard; Monday **71c**

### Satin Drape de Soie, \$1.35 yard

In a full range of 22 new colors, including the novelty colorings; a very soft, shimmering silk, and, as the name indicates, drapes beautifully; yard wide and a real \$1.75 a yard silk; Monday **\$1.35**



### The Most Important Interest in Merchandising is Merchandise

We try to tell you in the simplest and most honest way the news of merchandise that appeals either to your ambition for dress, for your comfort or for saving of price in the buying. Nothing is ever placed on sale in any part of the "Cohen" Store unless it has the full sanction of proper and meritorious judgment, backed by every guarantee—and always with the privilege of either exchange or return. This store was the first to liberate the buyer from all and every obligation until the purchase is satisfactory. The store in every detail is in the hands of its patrons now and always.

*The Cohen's*

### HOME-SEWERS NEEDS LOW PRICED

Brook's Machine Thread, all numbers, spool **2c**  
Dexter's Knitting Cotton, all numbers, dozen balls **50c**  
Extra heavy Wire Hair Pins, 12 papers **10c**  
Shinola Shoe Paste, always sells for 10c **5c**  
Fancy Garter Webbing, made of shirred satin ribbon, all colors, a beautiful webbing, yard **25c**

## Fashion's Choicest Blouse Concepts

Be Sure and See Them Monday

Dreams of loveliness, in the softest gossamer fabrics, all bearing the supreme touch of good taste, in all the fashionable colors. In every size for every figure.

Silk Crepe Chiffon, in combination, with Roman stripe crepe de chine; silk net vestee effect, satin front; the very latest collar; surely a charming creation of loveliness, for **\$10.00**

Crepe de Chine Waists, in the most exquisite range of tints and colorings; the style charm is loveliness personified; real beauties for **\$1.98**

Velvet Jumper, black or blue silk velvet, high Militaire collar so much in demand now; sash of satin; the whole effect typifies the mode of the moment, and priced at **\$5.75**

Silk Shadow Lace, with chiffon vest; its style daintiness added to with touches of black silk ribbon; a waist that will delight femininity, and priced at only **\$5.98**

## SALE OF LACE CURTAINS

With the first tinge of cool weather the thoughts of every home-maker naturally turn to the refurnishing of the home. At Cohen's she will find every aid, offering as it does large selections of the most wanted styles and kinds of Lace Curtains, Draperies and drapery fabrics. The lower than usual low prices will serve as an incentive to buy now. These few items but represent the great collection on sale Monday.

Nottingham Lace Curtains, 60 in. wide and 3 yards long, in a range of nice patterns; only a few pairs of each pattern in this lot. They are actually \$1.25 Curtains, for **75c**

Scotch Net Curtains, 3 yards long, the new style patterns that are very attractive; they are really \$2.00 Curtains, on sale Monday **\$1.25**

Irish Point Lace Curtains, in full length, 3½ yards; every pair perfect, and the patterns are wonderfully attractive; they are actual \$7.50 curtains, Monday **\$6.00**

Tambour Curtains, in a new leaf and poppy design; a new effect and a wonderful value, pair **\$4.00**

Marie Antoinette Lace Curtains; a new lot of beautiful designs; the price for Monday is as attractive as the curtains, pair **\$10.50**

Marquisette Curtains, hand embroidered and Baby Irish lace trimmed; very pretty for living room; 3 yards long, pair **\$8.00**

## THESE RICH, BEAUTIFUL RUGS

The standard qualities of the world-famous makers, exquisite designs and colorings, the newest productions of the season at prices that invite your interest. Where else but at Cohen's can such qualities be had at such low prices as these.

OUR EASY PAYMENT PLAN is extended to purchases in the Carpet and Housefurnishing Departments, also Sewing Machines at the usual low prices. No extra charge.

Seamless Brussels Rugs, 9x12; just the Rug for hard wear, in bed rooms. Special Monday **\$7.00**

Velvet Rugs; rich Oriental colorings, all wool and beautiful designs **\$10.75**

Axminster Rugs, heavy deep pile; 9x12; about 20 patterns to choose from **\$16.50**

Bigelow Empire or Sanford Axminster; the most varied line we have ever shown; 9x12 size **\$22.50**

Print Cork Linoleums, new patterns; the 50c grade, yard **35c**

Empire Seamless Velvet Rugs; 9x12, in neat living room and library effects; 9x12 size **\$20.00**

Seamless Royal Wilton Rugs; about 30 patterns; copies of the most exquisite Orientals; the hardest wearing rug made, 9x12 **\$32.50**

French Wiltons, 9x12; six frame; the closest woven rug made; every pattern a masterpiece; 9x12 **\$57.50**

Inlaid Linoleum, the best made; wood and tile effects; always \$1.35 to \$1.50, Monday, laid **\$1.00**

## THE BARGAIN BASEMENT

Will prove a mecca for Monday shoppers. New lots have just been received from America's best mills, the goods are better than we have seen for some time. The prices are surprisingly low. These are but a very few from the laden tables that will greet you Monday:

10c Outing Flannels, assorted stripes and checks, at **53½c**

15c Zephyr Gingham; 32 inches wide, yard **93½c**

10c Turkish Sponge, in assorted colors, yard **7c**

10c Bleached Domestic, yard wide, at, yard **5½c**

10c Flannelette, black, with white figures, yard **5c**

12½c "Red Seal" Dress Gingham; various pretty patterns, yard **93½c**

10c English Long Cloth, yard wide, yard **5½c**

10c and 12½c Assorted White Goods, to close out this lot, choice, yard **5c**

10c Barbers' and Guest Towels, each **3c**

Misses' and Children's Raincoats

Made of fine serge rubber, lined better than most coats **\$1.25**

Boys' Blouses and Shirts, made of best percale and madras; 50c worth 75c, each **50c**

Children's Underwear, pants and vests; 19c garment **10c**

Women's 25c Pants or Vests; fleece lined, each **19c**

Women's White Tea Aprons, each **10c**

Women's Black Sateen Waists, each **46c**

One lot of Boys' \$1.00 Hats; various styles, choice **57c**

Boys' All-Wool Suits, sold for \$5; a maker's lot we desire to close out, suit **\$2.67**

Boys' \$10.00 Balmaceda Overcoats, made of fine all-wool material, each **\$6.75**



## Exclusive Garments of Rare Loveliness

The remarkable beauty and surpassingly modish effects of these Women's Garments will find new favor with our fashionable patrons who desire and require something unique in shopping for foreign styles and for the least American money. Nowhere in Greater Richmond could one find garments of this tenor so remarkably low priced.

ALL ARE AUTUMN'S FAIREST AND BRIGHTEST MODELS.

## ELABORATE SUITS—STYLES OF THE HOUR

BROADCLOTH, SERGE, GABARDINE SUITS—Models of utmost individuality of conception and artistic expression beautifully lined, tailored and finished; a distinctive becoming model for every figure. **\$30.00**

GABARDINES, WOOL POPLIN, SERGE, BROADCLOTH SUITS, of short coat and Redingote styles, fancy trimmed of plain tailored, that have dash and designed along fashion's latest lines. Many are richly trimmed **\$25.00**

SUITS expressive of practical wear and beauties in style lines; some fancy trimmed, others demi-tailored, Redingote style, full plaited skirts; coats satin lined, fashion's latest colors **\$17.50**

SUITS of men's wear serge, of a quality that is closely woven, demi-tailored styles, velvet collars and cuffs, satin-lined coats, yoke skirts; a wonderful value for chic Suits, such as these **\$12.75**

## Coats of Style and Individuality

WONDERFUL COATS AND WONDERFUL SAVINGS—Big, roomy coats, 54 inches long, appropriate for all occasions, fine quality broadtail, lined throughout with deep rich black satin, wide velvet belt effect, fancy frogs, velvet collar, deep cuffs; the very newest style and a wonderful value **\$18.50**

COATS of a supremely fine quality zibeline, rich in appearance and very stylish, wide belt effect, plaited back, velvet collar, roomy, comfortable, graceful Coats that will surprise you at **\$11.50**

## DRESS GOODS

In buying these new Dress Goods on Monday you effect an actual cash saving of 47c to 62c with every yard you buy. One piece of each of the following—the clean-up of one of America's largest mills:

Black Unfinished Worsted, 56 inches wide. Choice of any **78c yd**  
Navy Blue Cheviot, 54 inches wide.  
Black Broadcloth, 54 inches wide.  
Navy Blue Flannel, 56 inches wide.  
Black Venetian Cloth, 42 inches wide.

## In the Houseware Section

Wash Boilers, heavy copper bottom.  
Clothes Baskets, strong and large size.  
Savory Roasters, covered, also L. & G. Roasters.  
Serving Trays, with tapestry.  
Blackening Cases, with carpet top.  
Nursery Chairs.  
Extension Clothes Bars.  
Curtain Stretchers.

Choice of Any **79c**

Folding Ironing Boards.  
Galvanized Ash Cans.  
GALVANIZED GARBAGE CANS.  
GAS HEATERS.  
STEP LADDER CHAIRS.  
HAIR FLOOR BRUSHES.  
Medicine Cabinets, with mirror door.  
Soapstone Griddles.  
Bowls and Pitchers, of white enamel.  
Brass Cuspidors.

## Clever Autumn Dresses

EMBROIDERED CREPE DE CHINE, SATIN, LACE AND SATIN COMBINATION DRESSES of rare beauty and style lines. We can say without fear of contradiction that the equal of these exquisite creations will not be found anywhere else at this low price. **\$35.00**

SATIN AND SERGE COMBINATIONS, ALSO ALL SERGE, NAVY OR BLACK DRESSES, fashioned in the latest styles, yoke skirts, with plaited tunic, white collar, graceful lapels. When you stop to consider the cost of materials and the expense of the dressmaker, these **\$16.50**

## WASH GOODS

Three Wonder-Values for Monday

15c Zephyr Gingham, 36 inches wide, plaids, stripes, checks **Choice of any**  
12½c Pajama Outings, light grounds, neat color stripes and checks **8½c yd**  
25c Printed Monie Cloth, extra weight for children's school wear

## A SALE OF BEDDING

UTICA SHEETS are known the world over as a standard of quality—the makers are so extremely careful of their reputation that every sheet is strictly inspected before being trade marked "Utica." When a sheet shows a slight stain or misweave, it is laid aside, consequently they are "Utica" Sheets. Therefore when you buy these Sheets on Monday at the prices quoted you are buying the best Sheet bargains that it is possible to secure.

Just note these savings—  
\$1.00 Sheets, size 90x90 **75c**  
90c Sheets, size 81x90 **60c**  
80c Sheets, size 72x90 **55c**  
25c Pillow Cases, size 45x36, 17c  
\$1.25 Comforts, double bed size, each **85c**  
\$2.00 Comforts, heavy weight; extra size, each **\$1.69**  
75c White Cotton Blankets, cot size, pair **45c**  
\$2.25 White Wool Napped Blankets, 11-4 size, for pair **\$1.39**  
\$5.00 White Wool Blankets, 11-4 size; fine quality, pair **\$3.59**